

News and Multimedia

February 17, 2010
Office of Public Affairs

Presented to: NASA Advisory Council
Presented by: Bob Jacobs





News and Multimedia

News Services
Public Affairs Officers
Multimedia
 Internet
 Television
 Radio
 Documentary
 Entertainment
Branding
Photography
Internal Comm
FOIA

Division Structure

- News Services
 - Newsroom operations
 - Embedded Public Affairs Officers
- Multimedia
 - www.nasa.gov
 - Web 2.0 and Social Media
 - NASA Television
- Photography and Archive Management
- Freedom of Information Act Response





News Services

- Senior leadership and functional office support
- News and information management
 - News release distribution
 - 672 releases and advisories issued in 2009
- NASA in the news
 - 71,917 stories over the past year
 - FAA: 34,548
 - NIH: 34,408
 - NOAA: 22,875
 - USGS: 7,509

NewsRelease

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RELEASE SE: 10-36

SPACE STATION PRIMED FOR

CAPE CANAVERAL, Fla. — NASA's unprecedented scientific opportunity station assembly nearing completion to its fullest capacity. The case for continuing station operations for advancing microgravity science

"This is a really exciting week for three laboratories," said Julie Rod Johnson, Space Center in Houston during its construction. With this or beyond, we will have amazing can be accomplished."

NASA senior managers from the 2008-2009, the European Space Education, Culture, Sports, Science, continuing station operations and station's future.

They noted, "ISS continues to demonstrate significant and sustained program, primarily through the art

The entire statement is available at <http://www.nasa.gov>



For Release
Feb. 5, 2010

NewsRelease

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RELEASE SE: 10-040

NASA SUCCESSFULLY LAUNCHES A NEW EYE ON THE SUN

CAPE CANAVERAL, Fla. — NASA's Solar Dynamics Observatory, or SDO, lifted off Thursday from Cape Canaveral Air Force Station's Launch Complex 41 on a first-of-its-kind mission to reveal the sun's inner workings in unprecedented detail. The launch aboard an Atlas V rocket occurred at 10:23 a.m. EST.

The most technologically advanced of NASA's heliophysics spacecraft, SDO will take images of the sun every 0.75 seconds and deliver back about 1.5 terabytes of data to Earth — the equivalent of streaming 300 full-length movies.

"This is going to be sensational," said Richard R. Fisher, director of the Heliophysics Division at NASA Headquarters in Washington. "SDO is going to make a huge step forward in our understanding of the sun and its effects on life and society."

The sun's dynamic processes affect everyone and everything on Earth. SDO will explore activity on the sun that can disrupt satellites, cause power grid outages, and disrupt GPS communications. SDO also will provide a better understanding of the role the sun plays in Earth's atmospheric chemistry and climate.

SDO is the crown jewel in a fleet of NASA missions to study our sun. The mission is the cornerstone of a NASA science program called Living With a Star. This program will provide new understanding and information concerning the sun and solar system that directly affect Earth, its inhabitants and technology.

The SDO project is managed at NASA's Goddard Space Flight Center in Greenbelt, Md. NASA's Launch Services Program at Kennedy Space Center managed the payload integration and launch.

For launch coverage, briefing materials, and multimedia, visit:



For Release
Feb. 11, 2010





Multimedia

• www.nasa.gov

– Last redesigned in Nov. 2007

– Web 2.0 features

- Commenting

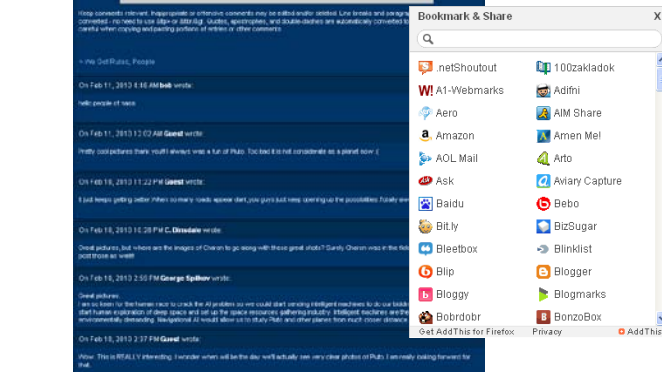
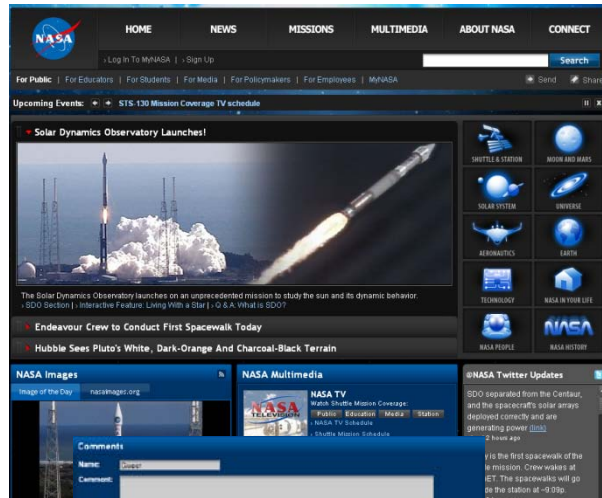
- Social media sharing

- More video and still imagery

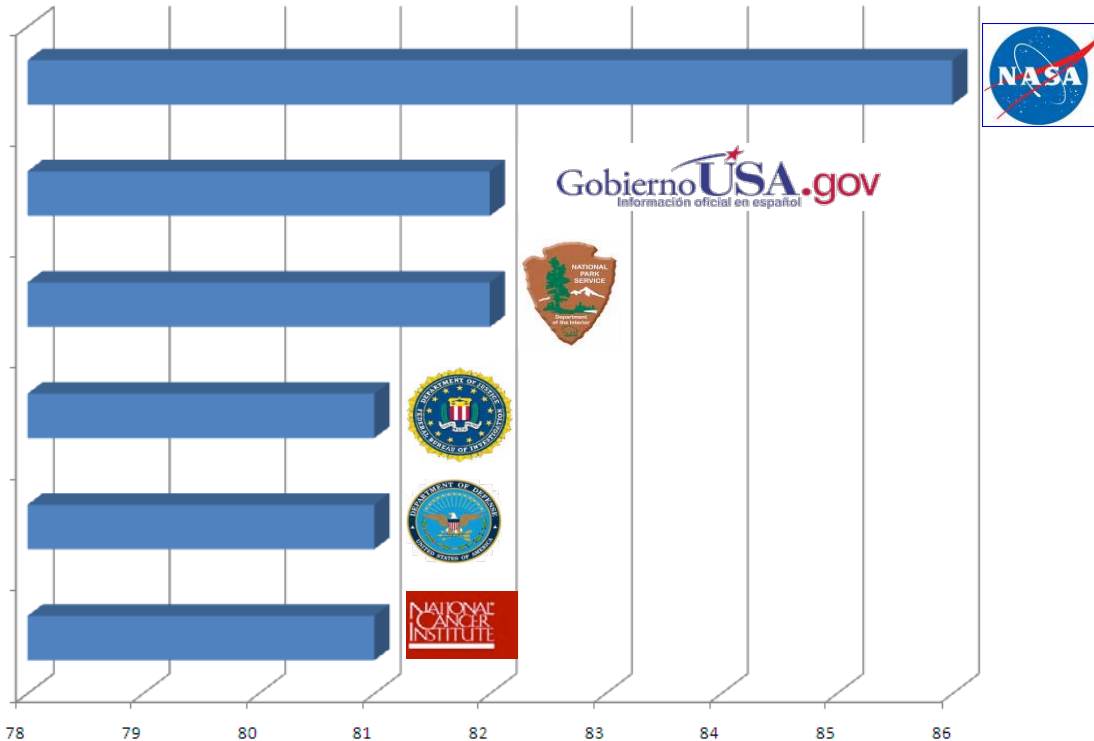
– High satisfaction survey results

- Top rating for any cabinet department or independent agency

– 2009 Webby Award winner



Government Comparison Scores

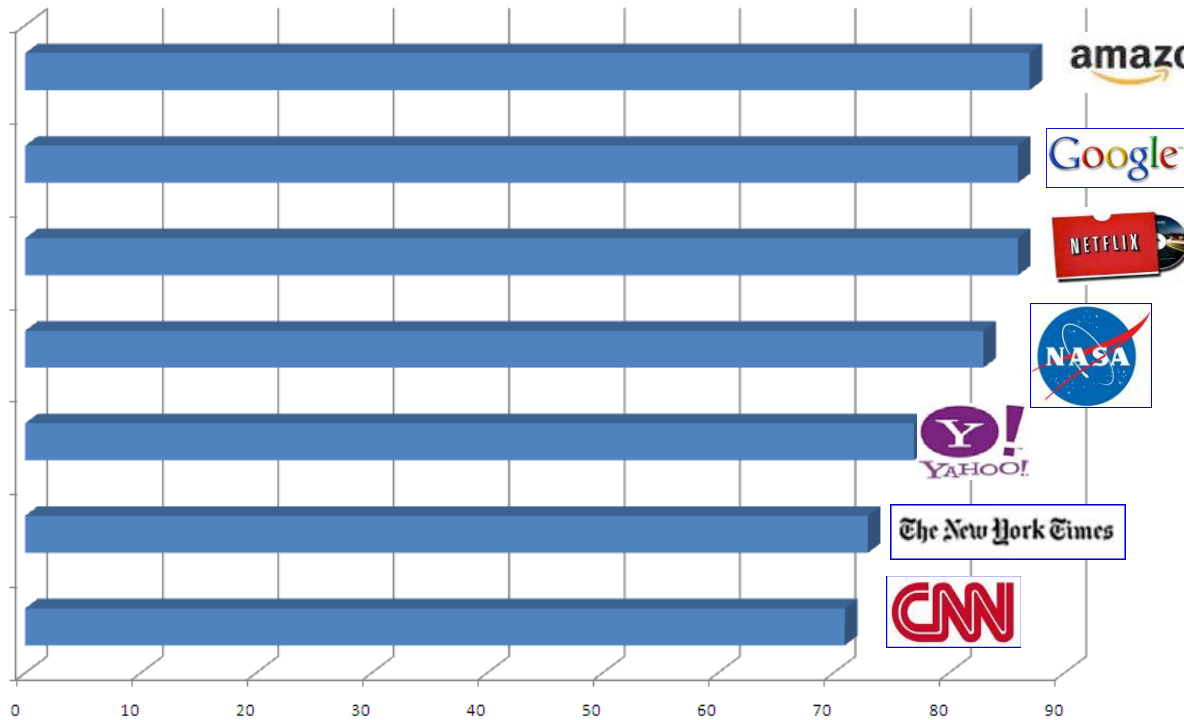


- 86 – NASA
- 82 – USA.gov (Spanish)
- 82 – Nat'l Park Service
- 81 – FBI
- 81 – Defense Dept.
- 81 – Nat'l Cancer Inst.



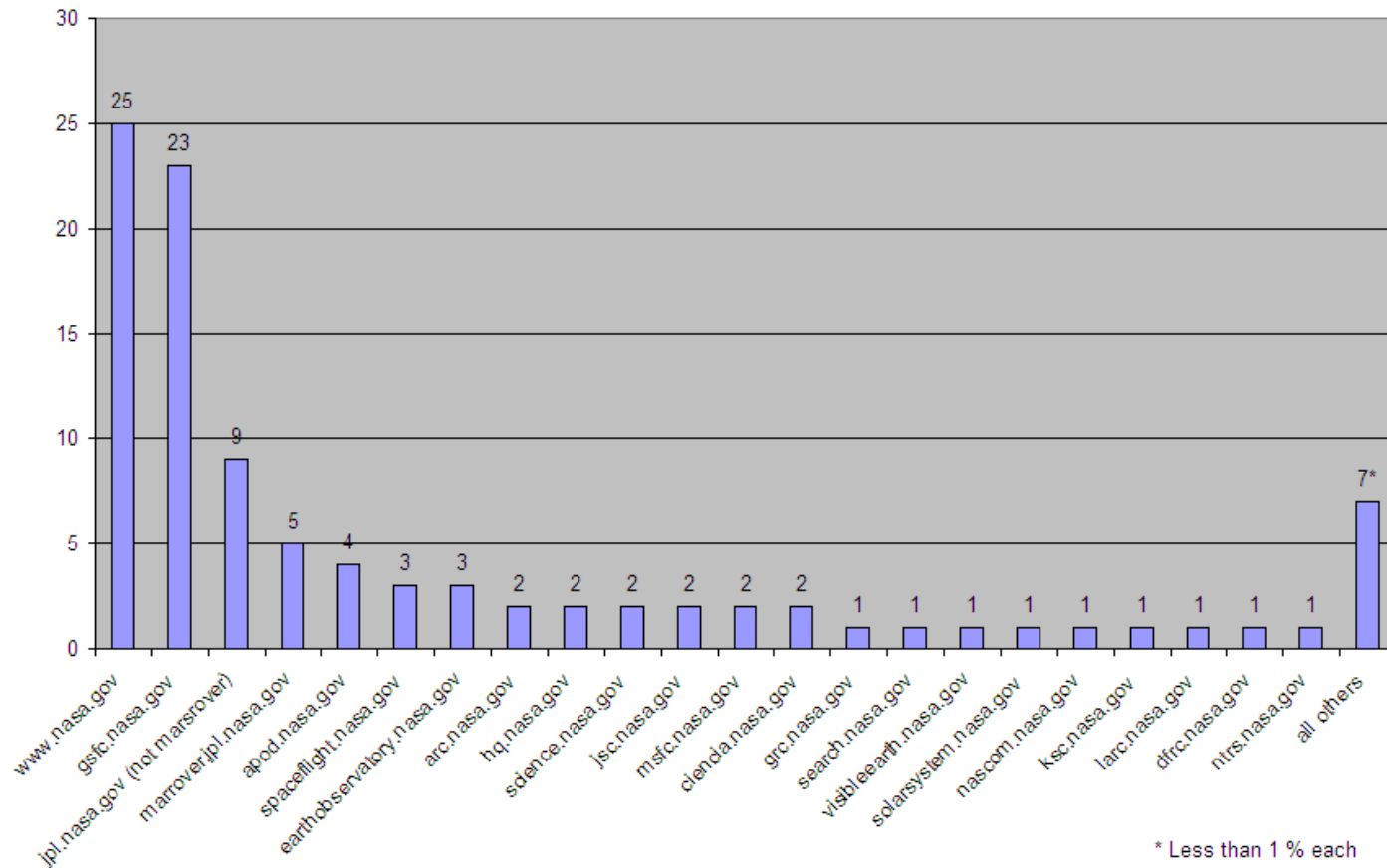


Industry Comparison Scores



- 87 – Amazon.com
- 86 – Google
- 86 – Netflix
- 83 – NASA
- 77 – Yahoo
- 73 –New York Times
- 73 – CNN







•Social Web and Media

- www.nasa.gov/connect

•2010 Shorty Award Winner

- www.youtube.com/nasatelevision

- #1 ranked channel during STS-125



Twitalyzer.com













The Most Influential People in Twitter

Filter

Tweet

Share

| | | | | | | | | |
|-----|---|----------------|-------------------|----------------|---------------------|-----------------|------------------|-------------|
| 1. |  | @nasa | 96.6 Influence | 75.8 Impact | 27.5% Generosity | 100.0% Clout | 11,723 Listed | Add Tags |
| 2. |  | @serafinowicz | 96.3 Influence | 79.4 Impact | 17.7% Generosity | 100.0% Clout | 3,499 Listed | Add Tags |
| 3. |  | @techcrunch | 95.8 Influence | 77.7 Impact | 1.3% Generosity | 100.0% Clout | 15,298 Listed | Add Tags |
| 4. |  | @cnnbrk | 95.3 Influence | 77.6 Impact | 0.0% Generosity | 100.0% Clout | 32,604 Listed | Add Tags |
| 5. |  | @revrunwisdom | 95.2 Influence | 78.1 Impact | 0.0% Generosity | 100.0% Clout | 10,138 Listed | Add Tags |
| 6. |  | @jimgaffigan | 95.1 Influence | 77.5 Impact | 0.0% Generosity | 100.0% Clout | 5,164 Listed | Add Tags |
| 7. |  | @twitter_tips | 94.7 Influence | 79.3 Impact | 33.3% Generosity | 100.0% Clout | 5,762 Listed | Add Tags |
| 8. |  | @foursquare | 94.5 Influence | 62.8 Impact | 35.9% Generosity | 100.0% Clout | 2,714 Listed | Add Tags |
| 9. |  | @taylorswift13 | 94.5 Influence | 77.1 Impact | 0.0% Generosity | 100.0% Clout | 31,401 Listed | Add Tags |
| 10. |  | @paulocoelho | 93.8 Influence | 77.8 Impact | 17.6% Generosity | 100.0% Clout | 8,291 Listed | Add Tags |

Feb. 15, 2010

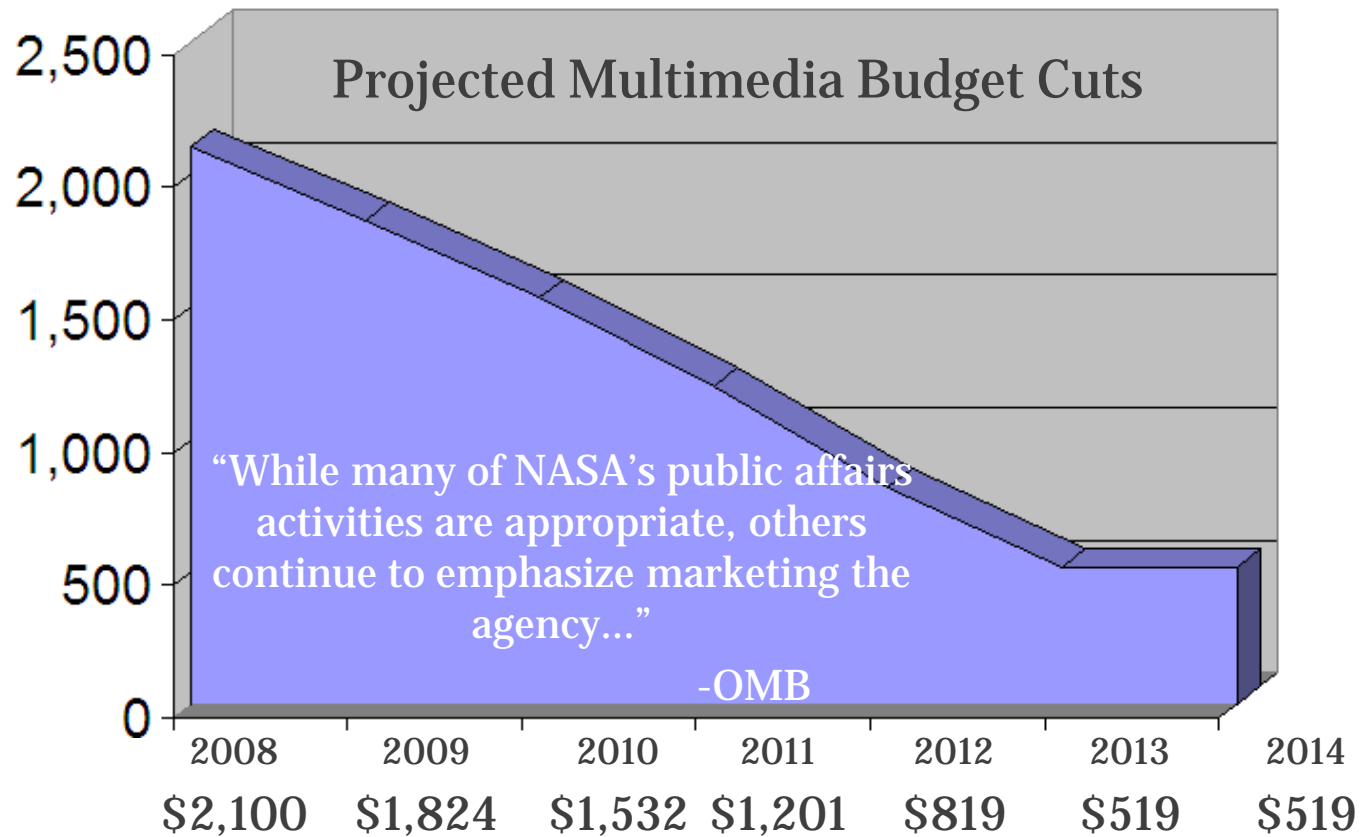




•NASA Television

- Multichannel satellite distribution system
- SDTV in 2005, HDTV in 2010
 - Mission Support
 - External and Internal Communication
- Opportunities for expanded use
 - OGC opinion limits direct public programs
 - Insufficient resources





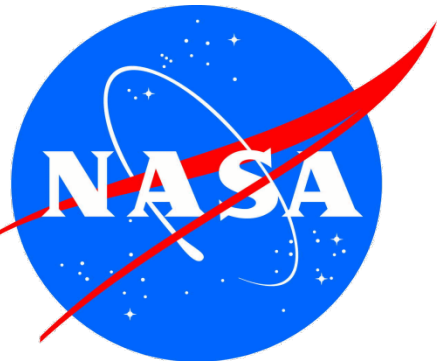


The bottom line...

Recognize Multimedia Resources as Vital to Agency Communications

- Set resource priorities
 - www.nasa.gov and NASA TV are among the most powerful communications and outreach tools available
 - Represent the public face of NASA and its missions
 - Match money to match the mission
 - Future reviews should consider *HOW* we work, not just *WHAT* we do





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